

Making Europe transition to reusable packaging

Key takeaways

The top 5 produce categories with packaging having the highest environmental impact in Europe:



Beer



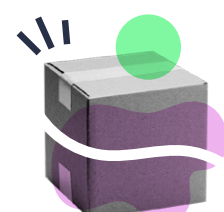
Wine



Soda drinks



Water (sparkling and still)



Cardboard packages for e-Commerce

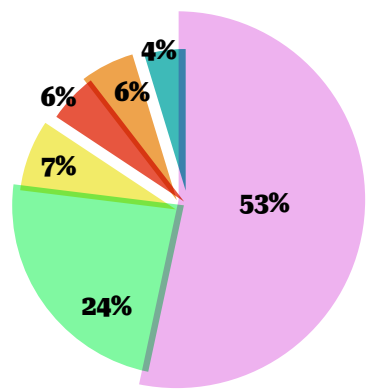


Beverages



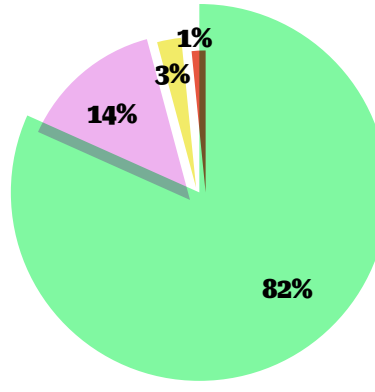
Beverage packaging by material type

14.38 million tons of single-use beverage materials were consumed



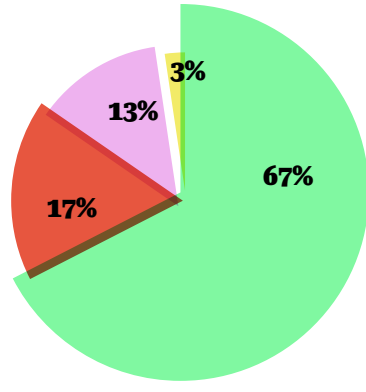
Wine
Beer
Soda
Still Water
Sparkling Water
Juices

Single-use beverage



*of the 14.38 million tons of single-use beverages consumed

Beverage, e-commerce & takeaway drinks



% of single-use packaging materials



Take-away food and drinks



e-Commerce

More than **17 billion** units of take-away packaging for warm drinks consumed and disposed in the EU28 in one year.

Over **16 billion** units of packaging for take-away meals consumed in one year.

Almost **60 billion** units of packaging, including cardboard, paper, and plastic were used in the postal services sector in the EU28.

The most suitable packaging to transition to reuse

The market sectors most suitable to transition to reusable packaging are:



Beverages

Beer, soda-drinks, water (sparkling and still water), wine, fruit juices, milk and milky drinks

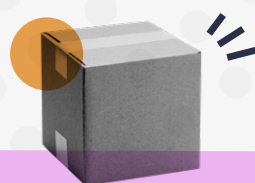
The beverage sector is one of the **most developed** when it comes to refillable packaging. Reusable options for some of beverages can already be found in almost every country in the EU27. Although the **refillable share** of the market has **dropped significantly** over the last decade, the beverage sector already has the 'know-how', as well as the entire infrastructure of collection, washing, refill, and delivery which should operate within DRS systems.

Reusable beverage packaging can have great benefits for the environment: reusable glass bottles produce;

85% less carbon emissions than single-use ones

70% less carbon emissions than PET

57% less carbon emissions than single-use aluminium cans



e-Commerce

Postal services (refined to post and packages)

e-Commerce grew by **31% from 2019 and 2020** and likely to continue to expand.

There are already several companies providing reusable packaging for e-commerce and the **technology already exists**.

Scaling up reuse for e-commerce to 50% by 2030 delivered savings of:

250,000 tonnes less resources used

1 Billion cubic meters of water saved

429,000 tonnes CO₂ eq



Take-away

Take-away warm drinks, and take-away and delivery meals

Reusable packaging for take-away food is largely **existing and growing within the EU**, under different business formats (e.g. packaging designs and materials, ownership, logistics and incentives to return). These technologies have been largely **piloted across the EU**.

Scaling up reuse in this sector by 50% by 2030 will deliver combined savings for beverages and food containers of:

27.1 million tonnes less resources used

7.4 billion cubic meters of water saved

2.6 million tonnes CO₂ eq

10.4 billion EUR in savings

The Packaging and Packaging Waste Directive is the opportunity for the European Commission to scale up reuse and ensure interoperable, accessible systems that allowing for the use of packaging that is good for our health, the environment, and society at large.

Get serious. Get moving. Get back.



www.getbackcampaign.eu

*All figures are for 2019 and covering EU28 (UK included at time of study)